

Memorandum



Date: July 26, 2013
To: Lester Sola, Director
Internal Services Department
From: Mirlam Singer, CPPO, Assistant Director
Internal Services Department
Subject: Request for Approval of Contract Award: Operation of Water Sports Concession at Matheson Hammock Park

Approval of the contract award, which is within your delegated signature authority, is requested. The awarded vendor, amount, and contract term are set forth below. Please refer to the attached Review Team Report which provides the justification for this award. The purpose of the solicitation is to obtain proposals from qualified firms to operate a water sports concession at Matheson Hammock Park for the Miami-Dade County Parks, Recreation and Open Spaces Department (PROS). Under the contract, the services to be provided include the following: stand-up paddleboard rental and instruction, kite board rental and instruction, kayak rental and instruction, ferry service to other kite boarding locations, windsurfing and other related services.

The County received two proposals in response to the solicitation. The Review Team rated the firms, Adventure Sports, Inc. (Adventure Sports) and Miami Kiteboarding, Inc., and ranked Adventure Sports the top-scoring proposer. Adventure Sports proceeded to negotiations which resulted in an increase from the initial proposal received. Monthly rent increased from \$1,250 to \$1,500 and percentage of gross receipts to the County increased from 8% to 10%.

Contract Number: EPP-RFP 850
Contract Title: Operation of Water Sports Concession at Matheson Hammock Park
Contract Amount, Term and Cumulative Value: \$90,000 for five years; if the two \$36,000, two-year options to renew are exercised, the cumulative value will be \$162,000.
Prior Contract Amount and Term: None
UAP Applies: No
Local Preference Applies: No
Measures: None, Revenue-Generating

User Department / Allocation / Funding Source:

| Department | Allocation | Funding Source |
|-----------------------------------|------------------|----------------|
| Parks, Recreation and Open Spaces | \$ 90,000 | General Fund |
| Total | \$ 90,000 | |

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Hammock Park
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Recommended Vendor(s):

| Awardee | Address |
|------------------------|--|
| Adventure Sports, Inc. | 8800 NW 13 Terrace, Unit 103, Miami, FL |

Vendor(s) Not Recommended for Award:

| Vendors | Reason for Not Recommending |
|--------------------------|-----------------------------|
| Miami Kiteboarding, Inc. | Evaluation Scores/Ranking |

Procurement Associate: Kristina Guillen


Lester Sola on behalf of Mayor Carlos A. Gimenez
Approved

7/30/13
Date

Memorandum

MIAMI-DADE
COUNTY

Date: April 2, 2013

To: Lester Sola, Director
Internal Services Department

Through: Miriam Singer, CPPO, Assistant Director
Internal Services Department

From: Kristina Gullen
Procurement Contracting Officer II
Chairperson, Review Team

Subject: Report of Review Team for EPP-RFP 850. Operation of Watersports Concession at Matheson Hammock Park.

The County issued a solicitation to obtain proposals from qualified firms to operate a watersports concession at Matheson Hammock Park for Parks, Recreation and Open Spaces (PROS). Services to be provided include: Stand-Up Paddleboard rental and instruction, Kite board rental and instruction, Kayak rental and instruction, ferry service to other kite boarding locations, windsurfing and other related services.

The Review Team has completed the evaluation of proposals submitted in response to the solicitation following the guidelines published in the solicitation.

Review Team meeting dates:

March 12, 2013 (Kick-off Meeting)

March 27, 2013 (Evaluation Meeting, Scoring and Recommendation)

Verification of compliance with contract measures:

Not applicable since no contract measures were assigned to this solicitation.

Verification of compliance with minimum qualification requirements:

The solicitation did not have any minimum qualification requirements.

Local Certified Service-Disabled Veteran's Business Enterprise Preference:

Veteran's Preference was considered in accordance with the applicable ordinance. None of the proposers qualified for the preference.

Summary of scores:

The scores are as follows:

| Proposer | Technical Score (max. 240) | Price Score (max. 60) | Total Combined Score (max. 300) | Revenue/Price Submitted |
|-----------------------------|-------------------------------|--------------------------|------------------------------------|--|
| 1. ADVENTURE SPORTS, INC. | 232 | 50 | 282 | \$1,250.00 Guaranteed Monthly Rent and 8.50% of Monthly Gross Receipts |
| 2. MIAMI KITEBOARDING, INC. | 198 | 57 | 255 | \$1,500.00 Guaranteed Monthly Rent and 10% of Monthly Gross Receipts |

The Review Team decided not to hold oral presentations as the proposals did not require further clarification. Price/Revenue proposals were reviewed subjectively with the technical proposals.

Local Preference:

Local Preference was considered in accordance with applicable ordinance, but did not affect the outcome as both Proposer's are local.

Negotiations:

The Review Team recommends that the County enter into negotiations with the highest ranked proposer, Adventure Sports, Inc. The following individuals will participate in the negotiations:

Kristina Guillen, Contracting Officer, ISD

Cecilia Brewer-McDuffie, Chief of Human Resources, WASD

Jay Bogaards, Matheson Hammock Park Manager, PROS

Ernie Lynk, Recreation Specialist Supervisor, PROS

Consensus Statement: Upon completion of the ranking, a consensus statement from the Review Team was prepared as to the rationale for the recommendation to negotiate. The Review Team determined that the recommended Proposer, Adventure Sports, Inc., possessed a more solid funding source and more diversification in the types of services offered. In addition, as they currently operate at Matheson Hammock Park under a permit, they have experience and a strong track record at the park. PROS management is pleased with how this group responds to and works with their team.

Copies of the score sheets are attached for each Review Team member, as well as a composite score sheet.

Approved


Lester Sola
Director

4/3/13
Date